

**Digital Marketing Strategies for a Computer Company in Helsinki.**  
**Case study: CIMOS Oy**

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<p>Along with the development of technology, people interact more with various type of electronic devices. Therefore, digital marketing becomes one of the most efficient way to communicate and approach to potential customers. Cimos would like to apply this trend into their marketing strategies in order to broaden market to B2C segment.</p> <p>The aim of this study was to point out the most effective social media channel for communication and the way to generate more engaging marketing material. In addition, increasing traffic to brand store and webshop through both paid advertising and organic search was conducted.</p> <p>Regarding theoretical part, inbound marketing or specifically content marketing would be mentioned since they play an important role in digital strategy. Various forms and benefit of social media was discussed as well as factors affect crawling system on search engines. Desk research was implemented to come up with appropriate keywords and preliminary guideline for search engines marketing.</p> <p>The conclusion was valuable for the case company to improve their marketing strategies. It consists of a recommendation for content and schedule on social channel, example of Google ads and organic search ads. More specifically, a digital marketing plan was attached as a result of this thesis. It is expected that Cimos have more followers on social media and raise their sales 50% more after three months.</p>	
<b>Keywords</b> Digital marketing, Social media marketing, SEO, SEM, content marketing	

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# 1 Introduction

For recent years, internet has become more popular and widely used by the community. It helps people communicate to each other, deliver messages and integrate document. Sellers used to struggle approaching their customers in other continents in the past; but nowadays, many companies have been successful in e-commerce thanks to the huge exposure with internet.

According to The World bank, the number of internet users per 100 people increased from 0.401 (1990) to 92.651 (2015) in Finland (The World bank, 2016). In addition, more than 50% population follows social media account and 90% of those goes online many times a day (Statistics Finland, 2014). Therefore, it would be a huge advantage for a firm, especially e-commerce, to deploy marketing campaign on various type of social channel.

Based on the growing of online network, social media plays an important role in marketing strategies as a convenient and fastest way for communication and sales. Company can announce the latest promotion or business information towards an outstanding number of customers just after a few minutes. Besides, they could also customize the target demographic or geographic features which is beneficial for return on investment.

In brief, the thesis would aim to how the company could take benefit from online marketing to build brand awareness and converse more sale. The outcomes will be based on benchmarking, desk research and the knowledge of authors's internship period.

## 1.1 Case company: CIMOS Oy

Cimos Oy is a SME which specializes in merchandising refurbished computers in Helsinki. The firm has been established since 1992 and suffered many up and down in business before gaining a stable position in Finnish market. It can be said that Cimos is a pioneer in this industry; therefore, they have earned a certain trust and reputation in both enterprise and government.

Cimos's core value is based on sustainable development and circular economy in which offer products a longer lifespan as well as reduce e-waste disposed to land-fill. Developing from this foundation, the firm specializes on recycling used computers into new ones called refurbished computers. They focus mostly on laptop category and the minor products would include monitor, processor and printer.

In order to gain trust from partners, the whole process from transporting to securing data would be done internally. Company collects used machines from organizations and resell in mass to others, only the best ones are chosen to sell in shop to individual customers. During more than 20 years, their major profit is coming from B2B section; hence, they would like to expand into retail market mainly in Finland.

Though it has a certain reputation in business community, retailing is still a challenge due to poor marketing strategies and traditional operating system. Building brand awareness towards customers as well as educating them about sustainable concept are upcoming goal to achieve at the moment. As a result, they would like to have increasing sale both in store brand and web store.

Awared of the developing of digital marketing, Cimos started to deploy many campaign online including their webshop. However, the company is struggling in creating content and finding the right strategies to target market. They would like to conduct a research to understand customers' behaviour and learn the best way to approach them.

From that point, the thesis is commissioned by Cimos Oy would results in a digital marketing plan which point out in detail which channel, what content, how and when implementing. With a variety of online marketing method, choosing the right one for the right target is always the big question for business.

Their market is in metropolitan area in which male customers contribute the majority. They are mostly students whose age ranks from 25 to 34 years old. Other share of target customers would focus on employed people from both sex under 55. The large ratio of customers could speak Finnish and own business.

## **1.2 Problem and aims**

As mentioned in the previous chapter, Cimos would like to figure out the best strategies for their social channels in which they could engage with audience and generate more traffic from search engines. Therefore, thesis's problem is: How Cimos develops their digital marketing strategies for brand building and sales conversion?

The results are aiming at pointing out the most effective media channel to communicate with customers. It is obvious that Facebook is accounted for the major portion of social marketing, but others such as Instagram or Youtube are still unclarified. Apart from that issue, suitable content for each channel needs determining also.

In a nutshell, author awares of Cimos's obstacles in marketing strategies after five-month of internship. It is necessary to raise awareness not only for brand itself on social media but also their visibility on search engines. As a final outcomes, sales would increase and the brand grows sustainably.

## **1.3 Project plan**

The project is aiming at creating a digital marketing plan in order to help company improve their brand awareness as well as drive more traffic to their webstore. The final product would appear as a guideline handbook which provides commissioner tools and content to interact with customers. From that point, there are several tasks required to achieve stated goals.

Project task one: Creating knowledge background for digital marketing plan

The purpose of this task is to gain knowledge of marketing theories relating to the topic as well as digital latest trends. It consists of many specialized concepts, terms and models which are collected from books, journals and reliable sources from internet. This step provides author a comprehensive foundation to define clear actions for the marketing plan.

Project task two: Company analysis and benchmarking

Analyzing company situation with SWOT model to have a general understanding of their internal resources, shortage and market shares could help to set realistic

goals. Besides, it is wise to learn from competitors' success and mistake on their communication with customers. The aim of this task is to learn good practices and customize those into this case.

Project task three: Choosing the right channel and appropriate content

In order to maximize the benefit of marketing, strategies need to focus on customer's social media preferences and their interest. This task would point out which platforms along with activities required to increase engagement and attention from audience. Statistics used to develop strategy is taken from existing researches and reliable articles.

Project task four: Suggesting models for advertising on search engines

By looking up keywords related to topic on online programs and also from the appearance of competitors, author could build up a customized example for company. Additionally, knowledge comprehending from school and practical examples would be applied in optimizing company's website. The result of this task is enhancing company's appearance on searching platforms.

Project task five: Creating handbook

Handbook is the final product of this thesis which contains a concrete and straightforward solutions for the company. Since it concentrates only on key points, the book would be more convenient and easy for business to use rather than scheming the whole thesis.

Project task six: Evaluation of the project

The evaluation comes up with self-assessment, limitations of the project, recommendation for further research and more importantly, the outcome's analysis.

Project task	Theoretical framework	Secondary data	Results
Creating knowledge background for digital marketing plan	Writing theoretical framework	Textbook Academic researches Articles	Theoretical framework
Company analysis and benchmarking	Applying theoretical framework	Desk research	Goals and objectives
Choosing the right channel and appro-	Applying theoretical framework	Desk research	Strategies on social



priate content			media
Suggesting models for advertising on search engines	Applying theoretical framework	Desk research	Strategies on search engines
Creating handbook	Applying theoretical framework	Case studies	Attachment
Evaluation of the project		Evaluation	

Figure 1: Matrix plan

The project plan mainly focuses on how company could pilot their initial marketing strategies to improve brands and sales. It does not consist of practical action of the plan. Digital marketing is quite new for the company, but author thinks it could help them approach ideal customers. The plan's order would start from company analysis in order to set up an appropriate approach, then studies of rival strategies and suggestion to come up with final product.

#### 1.4 Preliminary research

Along with the increase in internet users (10% more since January 2016), people are more active on social media which raise 21% during the same period. Dave Chaffey also stated out that Facebook is the most interactive platform in 2016, followed by LinkedIn and Twitter. However, in the competition within the most popular channels, Twitter seems to gradually lose its position on the market with only 313 millions users in 2016. (Dave Chaffey, 2017.)

In Finland, the situation is the same where social media become more popular and used daily by both youth and elderly. Facebook and Youtube channels are obviously the most mainstream; however, it is noticeable that WhatsApp is also made up high proportion in Finnish preferences. Another fact worths mentioning is that Twitter and Instagram are less preferred which are occupied only 24% and 28% of social media application in 2016, respectively. (Statista, 2016.)

In order to enhance customer's awareness, loyalty and engagement, social media has been using as an effective platforms by many retailers. It is suggested that using microblogs (Twitter), social networks (Facebook) and video sharings (Youtube) would result in higher reach. More than that, those channel deliver message at ease and do not levy too much burden towards customers. (Ashley & Tuten, 2015, 23.)

Apart from channels issue, content plays an important role for brand building on social platform. In one of Schmitt's research, he has clarified that functional appeal is the most popular and favourable on social media. On the other hand, resonance and experiential ones are less likely to be applied. However, marketers often combine those values while message needs to be consistent during campaign. Therefore, it is advised that brands should stay with a specific appeals in which they propositioned. (Schmitt, 2012)

Brand is also built by marketing campaign which involves many activities online such as competitions, voucher, gift cards or even frequently response to comment. Another content that could be taken into consideration is product introduction where retailers introduce function or price of related model. Advice sharing is also favourable by many companies when making strategies for their social media. (Georgios, 2014)

Social media is a multifunctional platform where not only be used to raise awareness but also drive traffic to website since people use it as a searching tool. According to G/O Digital, 62% searches information on Facebook and 58% visit Facebook page before buying (Butzbach, 2014.). In addition, others search engines like Google or Bing are used by 89% of consumers for exploring process.(Griwert, 2014.)

By looking at Cimos's google analysis, it can be concluded that the majority of customers living in metropolitan area, especially from Helsinki. Male customers take a bigger portion of buyer and aging range is wide, mainly focus on over 30. The data also reveals that traffic coming to website is from Facebook page and Google.

In short, online marketing or specifically social media is concerned as a productive tool for marketers to build brand and convert to sales. In order to engage and enhance audience loyalty, a diversified activities and content-oriented material need to be focused on. Along with that, search engines optimization and strategies for google ads are necessary to cause attention from customers. Brands which neglects e-marketing might lose their position and competitive advantages on market.

## **1.5 Structure of the thesis**

The backbone of the thesis includes: introduction, theoretical framework, company analysis, recommendation on social accounts, paid advertising and conclusion. The first chapter would give an overview about case company, aims and objectives of the thesis along with other social media findings.

The theoretical frameworks would go through inbound marketing which focus on content aspect which play an crucial part in digital marketing. Marketing in digitalization is divided into two categories which are social media marketing and search engine marketing. The former would discuss pros and cons of social media as well as integrating those to maximize benefit. The latter describes some ranking factors, SEO and paid advertising.

After making a S.O.S.T.A.C analysis for case company about their marketing strategies, a guideline will showcase how Cimos could develop themselves online. Apart from schedule and content for posting on social media, sample of keywords for search engines and paid ads would be suggested through out this parts. Lastly, a concrete digital marketing plan is attached at the end.

## **2 Digital marketing**

Digital marketing or e-marketing refers to a usage of many online platforms to acquire and retain customers. Its scope covers both internet-required platforms and non-internet services such as mobile phones. Therefore, it is undeniable that the exposure of digital marketing to customers is vast and instant. (Chaffey 2012,10)

E-marketing consists many different forms whose the most popular ones are social media, SEO, PPC, email marketing, online advertising, text messages and viral marketing. The first three types require technology to approach and communicate the exact message to audience (Chaffey 2015). And the thesis would concentrate on those methods only due to limited internal resources and campaign goals.

By applying digitalization in marketing, marketers could deliver customized message to target customers regardless dimensional factor. In addition, it is easy to track customers journey in order to improve strategies and maximize conversion rate; for instance, Google analytics and other online analyzing tools. Internet-oriented tactic is also affordable and spontaneous way to keep in touch with audience. (Demand Signal 2016)

### **2.1 Inbound marketing**

Marketing includes inbound and outbound marketing in which the latter refers to a traditional method that interrupts audiences. Telemarketing or advertising could be mentioned as popular techniques in this categories. Consequently, people could be annoyed and aware negatively towards brand though it consumes lots of budget. For that reason, more and more marketers apply inbound marketing nowadays since it provides what people need rather than what business wants to deliver.

Inbound marketing is the process of turning strangers into customers by creating attractive content. It is firstly beneficial in increasing backlinks which could bring qualified customers to your website and inform Google about site's popularity. Furthermore, qualified content will be delivered promptly on social media such as Facebook or Youtube. As a result, enhancing more traffic from both social platform and other sites. (Halligan & Shah 2010, 3)

Different from traditional method, inbound marketing focuses on what customers' interests. Content displays can be designed under many different forms such as ebook, guideline, report or blogging. Apart from remarkable content, context is also worth mentioning in this method in which publishing should be made at the right time and right place so that it would provide relevancy and usefulness to audience. (HubSpot 2017)

In order to turn a stranger into business customers, a process of four stages is required. Initially, it is important to cause attention from the public with blog and SEO on Google as well as promote on social media. Then earning leads by driving audience to websites, call-to-action post, forms. Since contact is really necessary for remarketing, customers are willing to provide their information in return for an informative document such as case studies or webinars. With information collected, business could get in touch to their leads by emails or calls and convert those to customers. Finally, analysis of campaign helps determine which parts need improvement for better performance. (Brand 2015, 123-149)

From the perspective of inbound marketing, SEO benefit can be maximized as Google ranks based on the number of likes, shares and tags; therefore, content need to be integrated among social channels. Ads appears in organic search section are likely more valuable and trustworthy than paid ads in which increase people attention. Hence, the more share of content, the higher position it is on search engines. For instance, a landing page which consists links to others sites or mentioned by others people will be ranked higher by Google. Consequently, when customers search for similar keywords, they would perceive brand better. However, in order to get more shares and referrals, content offered is extremely crucial. (Phillips, Huggins & Hardings 2016, 400)

Additionally, different social media has their own target audience and purposes. While Facebook describes individual daily life, Twitter announces instant information or news have just happened. Similarly, Youtube, Pinterest or LinkedIn operate differentially from each others. Therefore, it is vital to comprehend strengths and target users to highlight yourself on different social media. Choosing the right platform that highly interacted with target customers would help business customize their message more precisely. (Phillips, Huggins & Hardings 2016, 400-401)

Since Cimos is in the first stage of the process of building their brand, the marketing plan would concentrate on the content which catch people attention and create leads. Social media such as Facebook, Twitter, Youtube and Instagram will be used in this plan since they are popular in Finland. Lastly, since content is the core value, keywords are selected in order to optimize the sites on search engines.

## **2.2 Content marketing**

### **2.2.1 Importance of content marketing**

Content marketing is part of inbound marketing which becomes a trend in brand building due to its vast influence on social media as well as search engines platforms (Chernov, 2014). Creating unique content which is beneficial to audiences would indirectly lead customers to business and generates loyal member. Content plays an important role in not only inbound marketing, but also afterwards. Inbound is the initial approach turning people into customers, content marketing would then continue its duty in transfer those to regular ones.

According to their research, Content Marketing Institute points out that many international organizations such as P&G, Microsoft or Cisco use content marketing more and more often in strategy. Therefore, marketers can not deny its benefit on generating business's sales and leads. Content marketing provide helpful information for population which is more convincing than just giving a pitch about your products or services. (Content Marketing Institute, 2016)

As stated by Steimle (2014) “Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.” Hence, its main purpose is through educating content, raising brand awareness towards target customers and enhance relationship. (Baltes 2015,112)

Content marketing could be in various forms such as blog, infographic, articles, videos or even social media posts. It can be seen clearly from the pictures that posts on blog and social media are the most favorable by companies, followed by e-letters and videos. (Edge Media SG, 2013)

Table 1: Types of content marketing used by companies (Edge Media SG, 2013)

Articles/Blog posts	83%
Infographic	33%
Social media posts	84%
E-Newsletters	78%
Videos	70%
Podcards	26%

The Edge Media also mentioned that 70% customers would like to know company by their content materials. Besides, it is also an important factor which helps brand appears on better position in search engines. 63% companies experienced an instant conversion of leads and sales from content publish. Lastly, interesting content is one of the most important reasons that people being loyal to brands. (2013)

Since content marketing was born to provide customers with helpful information that support their decision-making, content need to be tailored to fit customers' perception and needs. It does not directly talk about products or services itself, but attracting people to website and then converse those into customers. Unique content would then turn into company's competitive points as it reflects brands expertise. (Kindervater 2015)

In a nutshell, content marketing must be a key part in marketing strategies as it focus on customers' demand by answering their question. People would first be-

lieve brand's story, then in brand itself which is extremely crucial for gaining faithfulness. Depending on different stage and goals, company would have alternative strategies for their publishing material. In this case, Cimos could use content to indirectly spread out their concern towards environment and sustainability by providing related news. Besides, they could catch attention from the crowd with essential creature about products.

## 2.2.2 Content marketing matrix

In order to do branding on content marketing, texture of material should be based on company value. Furthermore, it needs to be unique, interesting and insightful enough to appeal audience. Marketers can choose one or combine four goals - entertain, inspire, educate and convince - to come up with the desired content as well as its appearance online. The picture below shows a complex forms of content that fit different purposes of company.

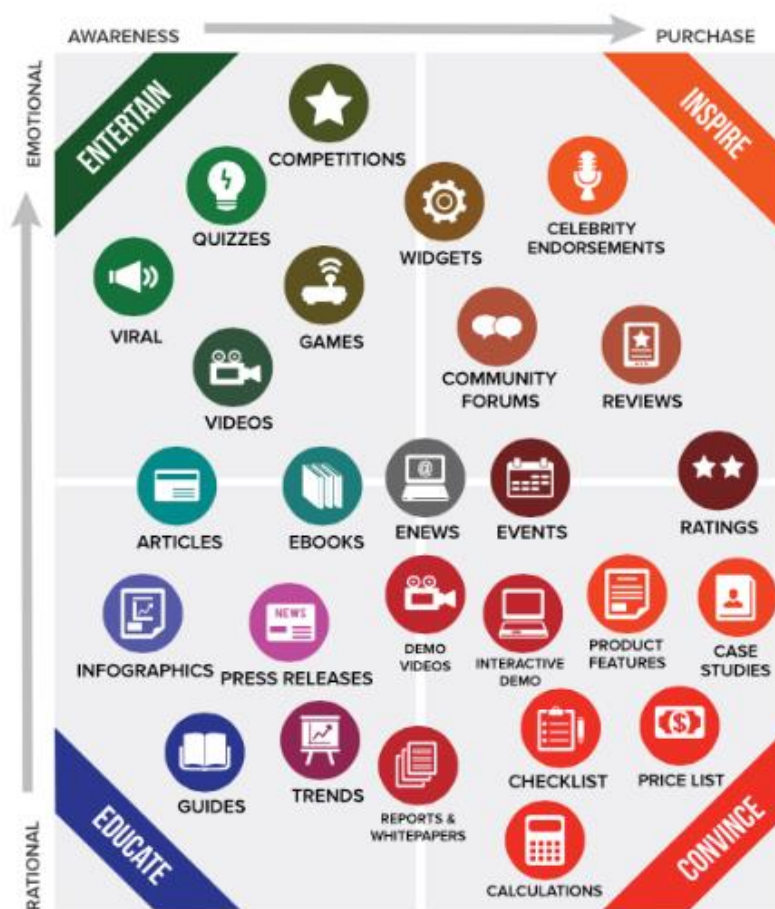


Figure 2: The Marketing Content Matrix (Smart Insights, 2014)



Educating quadrant is the most easiest parts since marketers could use secondary source on internet or their own data. It includes infographics, video tutorials, press release, guidelines and trend reports as a main forms of content. Infographic is the most expensive and favourable which is shared and likes three times more on social media. From 2015 to 2016, the use of infographic in B2B has increase significantly of 8% (Mawhinney 2017)

Entertainment is a little bit more difficult in which marketer should spend time on planning and measuring its influences; however, it helps vastly raise awareness and arouse emotion. Competition is commonly published when company has new launching or on special occasion. Quizzes are also interesting tactic in which audience could find a gap in their knowledge and company could sell their services. Virals, branded videos and games are often implemented by only big brands such as Nike or Cocacola due to requirement of resources and budget.

Inspiring quarter consists of less format than the others, but it plays an important roles in a decision making process. When people are knowledgeable about product, they need a motivation to support their decision which other users' review is valuable. Having celebrity represent your brand also have a huge impact on customers perception. Brand can interact individually by sharing reviews or holding a discussion in a community (Ingss, 2015)

Convincing content assembles all information that customers are aware of and lead them to buying. According to Pulizzi, webinars are used in marketing campaign by over 60% marketers (2014) and 92% of attendance finds it useful (GoToWebinar, 2014). Therefore, this format is quite popular nowadays since people could join from everywhere and 40% of them turns into leads. Product featuring content also gives customers reasons that specific products fits their need.

Since the main purpose of commission company is to educating people about their brand and also increasing sales, rational formats need to be applied in this case. However, it is observed by the author that entertaining content is extremely appeal to audience, especially on Facebook. One content could work for several purpos-

es; for instance, demo videos can be both convincing and educating. Therefore, it is necessary to take entertain, educate and convince quadrants into consideration when making strategies to optimize beneficial result.

### **2.2.3 Trends**

#### **Website**

When people browse website at ease and end up with informative outcomes, they would trust brand. Trust is one of the most important things required on e-commerce and in order to build trust, content is crucial. Content marketing does not lie merely on information, but also appearance and friendly user experiences. Therefore, website is used nowadays as a proposition advantage since it formulates company business and value.

Consumers would be appealed with well-designed and informative website, and it could have influences on trust towards e-commerce. However, many business neglect in building a good platform online and focusing on sales outcomes only. Consequently, instead of giving customers a reason that your business is the best choice, company just showcases what they have whether it fits customers or not. (Bulygo 2016)

Content on website goes along with customers' satisfaction as well as shopping patterns. Factors such as which information, how to organize and what illustration are necessarily consider in order to gain trust. Rahimnia and Hassanzadeh has pointed out that informational and design aspect are vital for marketing online. Giving users a chance to easily navigate to target site and help comparing with rival is an indirect way to deliver message that our business is the best (Rahimnia & Hassanzadeh, 2013, 245.)

#### **Blog**

CMI's research revealed that 75% B2C marketers use blogging as current method and 51% expect to use blog as their main strategy to gain target goals in the future. Blog is a kind of website but in a simpler format which has less features and

published posts are organized chronologically. It is frequently updated with hot trends, products review or even business achievement. (Harris, 2017; Juslen 2011, 22)

Blogs provides marketers a contolation on how business wants to appear in publicity. It describes company value and interest under various forms including pictures and videos. Thanks to blog, customers have purpose to visit your pages which leads to more traffic and sales conversion. Besides, by applying appropriate keywords and tags, search engines would easily locate company website and increase its visibility. (Davies, 2015)

Davies also clarified the difference within blogging and content marketing that the latter is large-scale and more professional text. The content would not ask customers directly to buy a product, but rather than support and inspire their decision. Content for blogging should be relevant with different purchasing period and acquires much more effort and analysis than normal post. (2015)

Blogging and content marketing should go side-by-side in which they could assist each other. Blog portraits business characteristics while the other generates needs with useful input. Therefore if marketers can combine both in an articles, branding and sales goals would be enhanced.

## **2.3 Social media marketing**

### **2.3.1 Different forms of social media**

Content marketing does not limit itself on website or blog, but also exist on social platform. For instance, in spite of publishing on blog, marketer can make a note on Facebook or share a video with appropriate description which helps audience easily find on search engines. There are many applications of social media nowadays and depending on preferences of each countries, those are differentiated. For this reason, only the most popular ones in Finland are dicussed below.

#### **Facebook**

Facebook was established by Mark Zuckerberg in USA in 2004 whose aims are connecting people and integrate information worldwide. It allows users to update status, share pictures or video, live stream, play games, follow celebrities or join interest groups. Signing in is free of charge and quite easy even for generation X with just a few steps. (GCFLearnFree.org 2016)

Apart from allowing users keep in touch with friends/ families, Facebook can be used nowadays as an e-commerce sites where retailers could update their products and communicate with customers. With over 450 million visits their liked pages each month, Facebook becomes a safe and instant way for both buyers and sellers. (Amine Bentahar 2016.)

Nowadays, Facebook is one of the popular trends not only for students, but also middle-age people. It is stated that 32% student-respondents spends more than 4 hours a day on this social sites (Cavus & Bicen 2011, 965.). In addition, the number of 35-54 years old users grow gradually recently, especially in America. Therefore, Facebook seems to be a major platforms for company's communication and buzz crating. (Mauri, Cipresso, Balgera, Villamira, Riva 2011, 1.)

## **Youtube**

Youtube is a popular media storing site which allows people to upload video, subscribe and search information. Each day, Youtube has approximately 1 million visitors and more than 100 million video watching. Besides, people could comment, rate and share the video on their other social account which could result in more traffic for company's channel. Due to the fact that Youtube is managed by Google, video would be more visible on this search engines. Hence, in order to help video rank first when searching, tags and description are critical and need to be consistent with video's content. (Cohen 2016.)

This is a cost-effective platform to build brand where showcase and deliver more content than just a picture. Therefore, video texture should be unique and informative enough to attract viewers. Since video is part of searching options along with websites and images on Google, Youtube would help increasing company's visibil-

ity on its platform. Viral marketing is also a huge advantage of Youtube which can spread out message vastly and constantly. (Baum 2015)

## **Instagram**

Instagram was released in 2010 with purpose of offering a convenient app where people can easily take, edit and disclose their high quality pictures on smart phones. It enables users to upload photo and short video immediately with many editing tools such as filters or cropping. The account can be signed in and linked with both Facebook and Twitter ones, so content could be published on many paltforms at the same time. (Instagram 2016.)

Recently, many sellers have used Instagram as the main channel for their business for the following reasons. Firstly, filters is a stunning tools which makes photos look as glossy and gorgeous as professionally retouched. It takes only few minutes and user can upload afterwards. Besides, advertising on this platforms could be affordable in which not envolving another parties. Having famous instagrammers introduce your products with business tag can lure many followers. Finally, word-of-mouth is one of the strengths where people can easily browse business account from a hashtag. Therefore, it forms a community, where customers could exchange and share their reviews for each other, and business grows. (Safiee & Latiff 2015, 17-18.)

## **Twitter**

Twitter is a micro-blogging platforms where people could share, retweet or comment with maximum of 140 characters. In order to appear as a professional brand, company should concentrate on providing useful and consistent information related to its values (Turner & Shah 2010, 35). Users can attach photo, video or link to their tweet; furthermore, hastags play an important roles in twitter when it helps organize topic. The tweet could go viral if many people retweet or favour it. (Milne, Brown & Swani 2013, 2)

## **WhatsApp**

WhatsApp provides a free way of instant communication where people can send not only message, but also voice message, video, image and sticker. With WhatsApp, sellers could provide personal support under a variety of form such as sending a sample picture or short tutorial video. Furthermore, it is able to use on any electronic devices, so it could be convenient for customers to communicate with company. Lastly, promotional codes are briefly delivered within the target group. (Guta 2017.)

## LinkedIn

LinkedIn is mostly used for business activities like online curriculum since users can attach their certificate or endorse their competency. People can connect, networking or apply for jobs through this platform (Rosen 2012, 4). Regarding marketing strategies, company could use LinkedIn to raise brand awareness, keep contact with expert in the same industry and enhancing relationships with audience. (Hämäläinen 2016). Furthermore, it is stated that LinkedIn is more than 200% effective in generating lead than Facebook and Twitter. (Dash & Sharma, 2012, 28)

### 2.3.2 Benefits and challenges of social media marketing

It is undeniable that social media brings huge benefit for business both SMEs and large ones. The most prominent advantages could be mentioned is that it is more affordable and interacting than the traditional marketing. Besides, social media certainly overwhelms its counter on branding (Colliander 2012, 35.)

Table 2: Comparison between Social Media Marketing and Traditional Marketing (Snoj & Tomse)

<b>Social media</b>	<b>Traditional media</b>
<b>Open</b>	Closed
<b>Audience-oriented</b>	Product-oriented
<b>Free of charge</b>	Paid
<b>Unstructured communication</b>	Structured communication
<b>Informal</b>	Formal

<b>Process</b>	Instant outcomes
<b>Engagement</b>	Passive engagement
<b>Unique content</b>	Varnished content

From the table, it can be concluded that firm would spend lower budget on marketing campaign on social media. Furthermore, the content can be casual, spontaneous and customer-oriented. Since it is informal, stickers or icons could also be added in order to make it close to daily language. More importantly, marketers could simply trace customers journey, favourable products or where to drive traffic which is necessary to develop marketing strategies.(Hausman 2012)

Similarity exists in Kaur's study about cost and interactivity in which mentioned that most of social media is free-of-charge registration and sellers are able to communicate privately to each customers. In addition, this author also refer about target market as an benefit of social media since it allows retargeting customers based on individual preference. For instance, when customers browse website or product, its ads would reappear on other sites to remind and boost your buying desire. (Kaur 2016, 35)

Unlike traditional marketing, social media provides users a platform where they can freely express their opinion. Customers read other's review and evaluation to make decision before buying (Netti 2011, 3). Hence, brand reputation is heavily affected through this platforms both positively and negatively. Company would gain great credibility from good reference, but image can be ruined strongly with one complaint online.

On the other hands, marketing on social media does carry some weaknesses that business should be awared of and try to avoid. Branding depends on how company presents online; therefore, keeping a clean and reliable image on social media is vital. Every post should be checked and improved intensively before publishing, so it requires more time and effort. (Kaur 2016, 36)

Kaur pointed out that copy rights and privacy also need to be taken into consideration due to social media is an open platform. Company itself should prevent others

from using their trademarks for inadequate purposes. They need to take serious control on maintaining and using customers' information as well since this issue relates to liability and trust. (2016, 35)

Ambrose stated that, because different people have different interest towards content, finding the right topic to encourage them to response is also a barrier on social marketing. Instantly, older customers seem less interested in online competition than the younger. So if target audience is elderly, those kind of activities could not be put in marketing strategies. (2010)

Lastly, if traditional marketing brings instant result, it takes social media a long period to increase their community. Marketers need to put more effort and investment on both content and appearance of their post. The settling period could last for a few months or years before your brand become active, known and sustainable. (Ambrose, 2010)

Even though social media marketing has some disadvantages, it is a disputable about its huge influence on audience in digital times. Using social media would enhance brand awareness, drive traffic and build customer relationships and with reasonable cost. However, marketing on social platform is a process requiring long-term vision and strategies.

Though Cimos has been established for a long time, their marketing is weak, social media campaign could help company customize their message to target customers and save lots of budget for implementing pilot strategies. Keeping updating with the world's trend is one key to success.

## **2.4 Search engine marketing**

### **2.4.1 Search engine marketing**

Search engines marketing, or SEM, allows company customizes their ads on search engines towards desired audience and become more visible online. It includes both paid search marketing and search engines optimization (SEO). With



SEO, firms' website can appear more applicable that the higher position on searching, the more credibility gains from customers. (Boughton 2015, 29)

Similar to social media marketing, SEM carries both advantages and disadvantages which are stated in the table below:

Table 3: Pros and Cons of SEM (Greencrest, 2017)

Pros	Cons
<ul style="list-style-type: none"><li>• Can customize ads to targert customers.</li><li>• Immediate outcomes.</li><li>• Visibility enhancing.</li><li>• Controlable expense.</li><li>• Easily to track return on investment.</li></ul>	<ul style="list-style-type: none"><li>• Competing with rival is more expensive</li><li>• Cannot reach people using ads-block.</li><li>• Time and effort requirable.</li><li>• Specialized knowledge for searching keywords and measures result.</li></ul>

From the table, it is unquestionable that SEM can boost traffic to your sites immediately and it is only visible to whom looking for the related keywords. Therefore, company can approach to their desired audience without wasting money compared to other method. On the other hand, since competitor would apply the same techniques, it would take time and effort to allocate the best key works propositioning business.

Depending on stage of buying process, SEO and PPC woulc be applied differently. Customers would go from awareness in which they search to expkore the market. Then they would research an compare different company to choose the most suitable. Lastly, they make buying decision based on shipping fee or price. Therefore, marketers should comprehend which phases they would like to focus on to optimize result. In the next part, SEO and PPC will be discussed more in detail. (Juslén 2011, 140- 41)

As mentioned before, it is important now for the commissioned company to build their brand image and compete with other young rival. Even though it was born

first, chasing the traditional sales method would make business become obsolete. By appearing on the top position compared to others, Cimos would have more chances to increase the number of visitors and their reputation. More than that, advertising on Google also claims their strength on market.

## 2.4.2 SEO – Search Engines Optimization

Search engines are the most common tools people use to search for their information. Therefore, the higher position of your website on search engines, the more customers visit your page. SEO is a form of organic search which showed up on the left-hand side and organized regarding its relevance with searching query. It means that top position would represent the reliability, rating and high traffic to the website. In order to reach a better place in search engines, a compilation of activities that support ranking rate is called search engines optimization. (Berman & Katona 2011, 2)

Search engines rank websites by crawling through all pages to check out its relevance based on some certain standards. It would automatically rank your page since establishing without any optimized effort, but your website would appear on the third or fourth pages of search engines. Hence, it is crucial that website meets all the criteria of crawling system to reach the highest position when being searched. (Ledford 2008, 34)

As mentioned above, search engines depend on some factors to rank a website. Those elements are divided into online and offline that backlinks and social signals belong to the latter. Along with that, the former consists of keywords, user experience, up-to-date content, site speed and mobile usage. Ranking factors will be discussed in the table 2 below

Table 4: SEO ranking factors (Khan & Rehman 2013, 106-107)

	Ranking factors	Details
Online	Relevant terms	Use keywords on domain, title and description. → Be recognized by search engines. Use long keyword to specify business

		→ Less competitive would bring business to the top places easily.
	User experience	Duration that user spend on website and go further to other pages or scroll down → Web content and design are cohesive to support user's journey. → High bounce-rate means negative sign.
	Content	Provide quality, unique and updated information which related to content marketing. → Keywords optimization is required.
	Site speed	People would skip if it takes too long opening website. → Each second of procrastination could result in page visit deduction of 7% (KissmetricBlog, 2012)
	Mobile optimization	Website needs to be user-friendly on many electronic devices, especially mobile phones. → Google prioritized crawling display on mobile phones since 2016 (Barysevich 2017)
Offline	Backlinks	Links from other trust-worthy websites is highly ranked by Google. → Increase traffic to website helps Google knows this page is interesting to audience.
	Social signals	Create web-link from other social media to website → People could subscribe and boost traffic to main sites.

It is obvious that searching optimization requires time to test several rounds in order to come up with the best result. Barysevich also stated that content and social signals are the most important factors for SEO (2017); however, making use of many bought links or copying content could receive warning from Google in return. (McGill 2015)

### **2.4.3 PPC – Pay Per Click**

PPC, or paid search, is another form of SEM which company needs to pay for their advertisement on search engines. In this study, only Google is used for discussion because other engines are not common in Finland. It is obvious that Google Ads is widely used by many companies which appears above the organic search and labelled with “ADS” sign. This advertisement is not only displayed on Google but also other networks belong to this term such as Youtube. (Havumäki & Jaranka 2014,142-143)

Google Ads would drive traffic more briefly than organic search since it is functional just after activating the campaign, while SEO needs time for crawling process. The most major advantage of paid ads is that it allow marketers to customize when, where and to whom could see the ads. By customizing those factors, company will not waste lots of money on non-interest customers. Besides, Adwords also allows many alternatives on budget, firm could pay either on the number of clicks or daily depending on their goals. (Khraim & Alkarablieh 2015, 182-183)

Khraim and Alkarablieh also mentioned that apart from diversified paying method, PPC is also cost-efficient since placing an ads on Google does not cost anything till customers click to the website. Therefore, business can improve its visibility and only pay when people visit their sites. A small business can have equal chances to be placed on top position as large organization on search engines. Besides, company can benefit not only google but also appears as banner on social, mobile or display network (2015,183)

## **2.5 Managing digital marketing**

Nowadays, most of business use digital marketing as a tools to approach target customers. Marketing on both social media and search engines are implemented in their strategies. However, it is necessary to have some program to measure and control budget as well as success of campaign. Following are two common tools using to evaluate a marketing campaign. Google analytics and Facebook insights are chosen since they are free to use and familiar with commissioned company.

### **2.5.1 Google Analytics**

Google Analytics provides tracking information for every activities happening in website such as the number of visitors or duration of each session. Besides, marketers can also read from which sources that customer comes, so they could focus strategies to interested platform. In order to use this tools, coding knowledge is required and it operates immedialy after a few seconds. (Hines 2015)

Since Google Analytics offers realistics number, researchers could easily track for instant operation of website as well as observe customers journey. Specifically, marketers could comprehend which devices people use, referral links, visting time frame or which products are favourable. They could also customize dashboard to see necessary information depending on demand; for instance, sales department would focus on popular product while marketers are interested in the most visited articles on websites. (Clark, Nicholas & Jamali 2014, 193-194)

Clark, Nicholas and Jamali also mentioned that Google Analytics gives information from the commercial aspect involving online behaviour, conversion rate, touch points or customers' journey (2014, 194). Depending on which information firm want to explore or evaluate google ads campaign, different tracking code and technical installation are demanded. However, if business just simply want to know traffic situation or demographical information of customers, basic package is quite adequate.

### **2.5.2 Facebook Insight**

Similar to Google Analytics, Facebook insight provides statistics on the number of post reach, likes, shares or interactive level of fanpage. This platform determines appropriate time and day as well as which content could reach most of people' interest. When analysing those data, researcher could be able to develop their content marketing in order to meet audience's preferences. Therefore, enhancing relationship and engagement for brand building and customers loyalty.(Joss 2016)

Researcher can also export data for analysing which up to 180 days since it would be easier to filter and organize data on spreadsheet. However, it is required some

formular in order to come up with the desire data. Instantly, calculating video attractiveness by divide Lifetime Unique Watches at 95% by Lifetime Total Video Views. Likewise, various excel formular and filter can be applied to come up with demand results such as the number of gaing subscribers. This report is also helpful in evaluating Facebook Ads in which tells how many likes achieve from the campaign. (Holtz 2017)

### 3 S.O.S.T.A.C model

Marketing plan plays an essential role in setting direction and control the outcomes of campaign. In order to come up with a marketing plan which helps commissioner improves their strategies, SOSTAC analysis will be applied due to its ease of use and effectiveness. This model is widely used by many marketers for both long-run and short-run period. It includes six steps: situation analysis, objectives, strategy, tactics, actions and control. A detail plan helps company work effectively, cost-savings and evaluable (Chaffey & Smith 2013, 538)

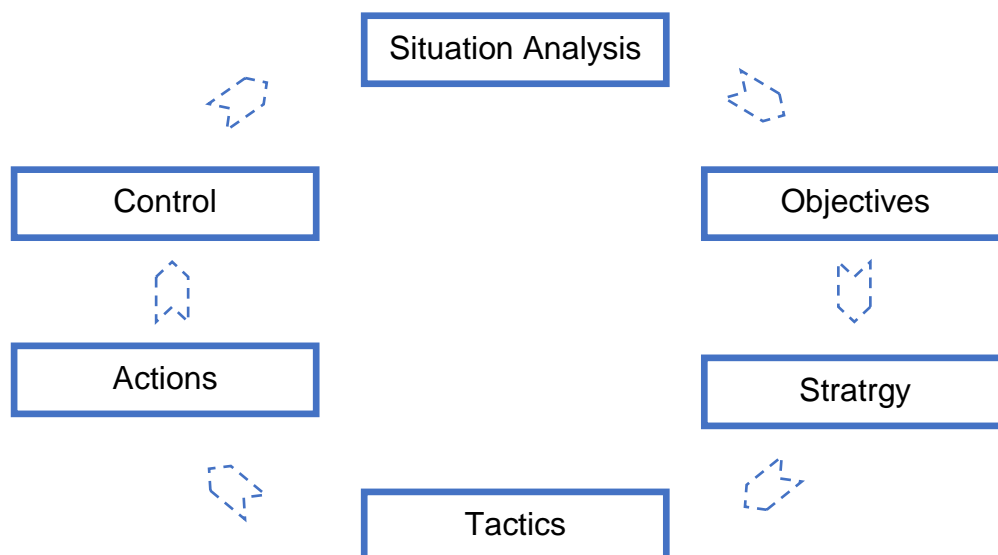


Figure 3: SOSTAC Planning System (PRSmith 2016)

**Situation analysis:** The first and foremost action is to determine company's situation, or answer the question "Where are we now?". SWOT model, which represents strengths, weaknesses, opportunities and threat, is used to analyze the internal and external operation. It is necessary to well-awared of own resources and capabilities as well as customers' understanding of brand. Besides, others micro factors such as competitors and market trends needs to take into consideration. Listing out every social platform and state out their success and failure is one way to develop strategies. (Lorette 2016; Swan 2016)

**Objectives:** This step is certainly crucial as it visualizes company goals and what they want to achieve as well as affects how to implement afterwards. Swan suggested to take use of 5Ss and SMART model to determines a measurable and realistics objectives (2016)

According to Chaffey, creator of this model, 5Ss consists of Sell, Serve, Sizzle, Speak and Save. First S implies that how much profit company would like to gain and in order to reach that number, adding value to your products is worth mentioning. Hence, enhancing customer satisfaction is the second S – Serve. Meanwhile, approach customers through both digital and traditional marketing to optimize interaction. With Sizzle, Chaffey wants firm to develop their brand online which creates an ease in experiencing your sites and leads to word-of-mouth effect or return purchases. Finally, the goal of Save is to gain quantified efficiency regardless how much your budget is. (2010)

SMART: refers to Specific, Measurable, Actionable, Realistics and Time-related; so each goals of 5Ss would need to meet those criteria. Business should concern that if their obstable is detail and consistent enough for measuring in the future and the collected result is required for further improvement. Besides, setting a period to run a campaign is necessary to evaluate the outcomes (Chaffey, 2015)



Figure 4: SMART objectives (SalesDrive 2017)

**Strategy:** the brief picture of how marketers would deliver their goals to realistics or which way leads to final destination. Strategy includes two major section regard-



ing resources and goals priority. It is vital to divide market into segment, identify which area business would like to focus and how to stand out from other rivals. Other issues such as how to build trust towards customers, how to manage customer's relationship or which tools to apply are also part of strategy. (Chaffey & Smith 2013, 551-553.)

**Tactics:** is the zoom-in version of strategy which explain it more in detail how to achieve goals by combining various communication mix, content strategy and e-campaign schedule. To sum up, it would mention how to use different tools to deliver message in separate time frame. Gantt chart is considered as a useful method to display this phase. (Swan 2016; Hanlon 2014)

**Actions:** plan from the previous step is brought into reality with specific activities. It figures out responsibility of each individuals and the structure of implementation. People should be assigned deadline for their tasks and if company lacks of resources, outsourcing is obviously needed. In this stage, leadership and managerial skills is required from the leader. (Swan 2016)

**Control:** the final stage of SOSTAC helps company monitor and evaluate whether goals are achieve or not. Besides, company can also modify their tactic for better performance (Chaffey & Smith 2013, 576). KPIs (Key performance factors), mystery shopping, satisfaction survey or reporting are commonly used to control the success of campaign.

In a nutshell, in order to have a consistent and efficient SOSTAC analysis, objectives should follow SMART model and be connected to the control stage. Before that, SWOT analysis should be done to have better understanding about micro elements. All the steps in SOSTAC need to be balanced that analysis, planning and implementing are equally carried out (Chaffey 2016). The next chapter would give a closer look into commission company based on SOSTAC model.

## 4 Marketing plan

### 4.1 Situation

#### SWOT analysis

It is important to be aware of current situation of company including internal and external dimensions. In order to summarize firm's strengths, weaknesses as well as market opportunities and threats, SWOT analysis will be applied below. Along with that, vision, mission and detailed competitors analysis would be discussed.

Table 5: SWOT analysis of Cimos Oy

<b>Strengths</b> <ul style="list-style-type: none"><li>• Pioneer in refurbished industry.</li><li>• Qualified products with reasonable price.</li><li>• Shop is located near center.</li><li>• Broad network with Finnish organization and government.</li><li>• Have connections with Russian and Asian markets.</li><li>• Good customer services.</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Less popular in B2C market.</li><li>• Less knowledgeable about social media.</li><li>• Poor website content and design.</li><li>• Lack communication within personnel.</li><li>• Less alternatives in product range.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Marketing on social media is efficient to reach potential customers.</li><li>• Use search engines as a tool to enhance visibilities.</li><li>• Exponential growth.</li><li>• Develop brand value of sustain-</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Competitor's strong presence online.</li><li>• Competitor's proposition and social media activities.</li><li>• Lack of suppliers.</li><li>• Customers have no interest towards refurbished laptop.</li></ul>

<p>able development.</p> <ul style="list-style-type: none"> <li>• Broaden relationship with suppliers.</li> <li>• Customer-oriented content.</li> </ul>	<ul style="list-style-type: none"> <li>• Duplicate content for marketing.</li> </ul>
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It is obvious that since the company was established long time ago, it has many close connection with other domestics and overseas organizations and also governments. Those contact could be turn into either suppliers or customers. Furthermore, their pricing strategies can be mentioned as a competitive advantage. They offer 6 months off-site warranty which means customers need to bring product to stores; therefore, value is added, but cost-efficient. Last but not least is customer services, Cimos receives many positive feedback on their careness and enthusiast in helping customers resolving their problems.

Apart from above advantages, Cimos carries some weaknesses as well. Lacking of knowledge in marketing online, especially on social media is their biggest limitation. They could not prioritize which content should or should not be boosted and their posts on social platform are not scheduled neither relevant. Their mindset is quite obsolete in building website, so its appearance is not appealing to customers both in content and design. Other minor factor could be lack of communication due to inexperienced managerial skills.

Since their B2B branch has been operating efficiently, Cimos would like to focus on retailing also. Aware of their own weaknesses, they want to increase their visibility online to approach consumers. Thank to the broad usage of social media and search engines in communication, those platforms seem to be an effective way for marketing and branding. By continuously networking, they could earn more resources for products in the future. Besides, when they go online, ontent marketing, which focus on customer, not the business itself, would be obviously helpful in brand building.

Lastly, Cimos has many rival in this industry and most of them are young and recently established companies. Hence, they are competent in using online marketing to advertise and attract customers. It is critical to think of Cimos's proposition

both online and offline to distinguish themselves and stand out from the market. Additionally, customers' interest towards their products is also worth mentioning as a threat since many people do not want to buy a second hand laptop due to cosmetics or quality issue. Content for marketing is also important in branding when business should create material themselves, so it would give reasons for customers to visit their sites frequently.

### Competitor analysis

Competitor is one of the crucial micro factor that has huge influence on each business. Therefore, spending time observing other company would provide precious information and commissioner can also learn from their success or failure. The analysis consists of the updated frequency, form of content, the number of subscriber on social media and their visibility on search engines. The competitors chosen to be analysed based on their position on Google search and the number of Facebook followers.

Table 6: Competitor analysis

Statistics on 21.03.2017	<a href="#">Taitonetti</a>	<a href="#">ATK-Malmi</a>	<a href="#">KT-Trading Oy</a>	<a href="#">TKV Finland Oy</a>
<b>Website</b>	_User-friendly design. _Social media integrated. _High quality pictures. _Informative content for services.	_User-friendly and clear design. _Use public pictures. _Social media is not integrated.	_Too many text on front page. _Use uncus-tomized and public pictures. _ Social media is not integrated.	_User-friendly and clear design. _Social media integrated. _ Use own pictures. _Informative content for services.
<b>Facebook</b>	/Taitonetti.fi	/atkmalmi	/kttradingoy	/TKVFinland
Page likes	6967	42	1235	180
Types of content	Photos, news sharing	Product sharing, photos	Photos	Photos

Frequency	2 times/week (unscheduled)	3 times/month (unscheduled)	2 times/month (unscheduled)	3 times/week (unscheduled)
Engagement	High	Low	High	Low
<b>Youtube</b>		X	X	X
Content	Introduce product, its usage and functionality.			
No. of video	3			
<b>Twitter</b>	X	@atk_malmi	X	@TKVFinlandOy
Followers		2		2
Content		Tweet about company or retweet.		Tweet about company and product sharing.
Frequency		4 times/week		4 times/month
Hashtag		atkmalmi		Do not use
<b>Instagram</b>	taitonetti	uskonnen		tkvfinland
Followers	119	12	X	12
Content	Sales booth outsites.	Photos of products, stores and weather.		Photo of products.
Frequency	Once a month	Not frequently		Not frequently
<b>Visibility on search engines</b>	1 <sup>st</sup> paid ads. 2 <sup>nd</sup> organic search	No paid ads. 4 <sup>th</sup> organic search	3 <sup>th</sup> paid ads.	No paid ads. 2 <sup>nd</sup> organic search on second page.

It can be seen very clearly from the table above that other rivals do not make use of online marketing to promote and do branding. There is one common that every business use Facebook as a main channel to communicate with customers. Others such as Twitter, Instagram or Youtube is rarely used or not used at all.

TKVFinland and ATK-Malmi are no longer use Twitter and the same situation with Youtube in the case of Taitonetti.

On the other hand, those companies concentrate on search engines marketing where half of them spend budget on Google ads and put effort on their SEO strategies. Taitonetti seems to be talented on this area, when their ads appear on both google and also the same network sites like Youtube. To sum up, it looks like that competitors are not passionate in building their brand on social media, they use it as a selling platform and do not pay attention to the publishing content.

### Key performance indicators

There are many types of indicators, but only those are discussed since it is suitable with the thesis's purposes. All data is measured on 21.03.2017 which represents current situation of commissioned company on social media and search engines.

Table 7: Cimos's present situation online

<b>Facebook</b>	
Followers	820
Average post reach	2788
Post engagement	139
<b>Instagram</b>	
Followers	8
Average likes per pictures	4
<b>Twitter</b>	
Followers	217
Engagement	Low
<b>Youtube</b>	
Followers	10
Number of video	3
Average views per video	300
<b>Paid search</b>	X
<b>Organic search</b>	Ranked 5 <sup>th</sup>

It can be seen clearly from the table above that Cimos has low number of follower on social media account with more than 20 years of operating. Despite the new channel of Instagram, the others seem to be less popular on social with poor content as well as engagement. Most of publishment involves announcement or product advertising only. Youtube contains three business promotion video when launching business only and it has not been updated since then. Verifying content related sustainability or product would add value to brand recognition and also help distinguishing itself among market.

In addition, while other young competitors apply paid ads to increase their visibility, Cimos does not appear on this platform. SEO activities are neglected and being conducted recently by author. However, the page rank need to be higher in order to reflect business intergrity in public. It requires a details guideline in which other staffs could conduct simultaneously with elementary knowledge of search engines.

## 4.2 Objectives

According to SOSTAC model, the objectives are divided into 5Ss: Sell, Serve, Sizzle, Speak and Save (Chaffey 2013, 221) and it should meet the SMART model which is specific, measurable, actionable, reasonable and time-relevant. (Fill 2013. 189)

Sell	Increase sales from webshop. Increase engagement on social media.
Serve	Enhance positive reviews on Facebook or websites. Response as soon as receive message including weekend. Like and reply customer's comment.
Sizzle	Enhance customers awareness through telling story. Educate people about sustainable development.
Speak	Earn 50 more likes on fanpage. Increase post engagement by 50%
Save	Reach audience with less boosting and gain customer through organice search.

Table 8: 5Ss objectives

Depending on the company situation, commissioner and author have agreed to come up with general idea of what need to achieve from the thesis. Furthermore, author has right to set objectives standing on her knowledge and capability.

Firstly, diversify activities on social media and search engines could help effect on traffic and engagement. Those outcomes play an important role in raising brand awareness and enhancing sales. Cimos is in the situation of being diluted among other active competitors, so it is crucial to catch attention from audience with the grand-opening of webshop. Customers are offered a more convenient way to earn a product than before.

Being active in reply and answer customers' comment adds value to company services. The more satisfied customer, the more reputation and return business gains. Rating on facebook and websites provides plus for google crawling which could increase the visibility on search engines. Therefore, the purpose of plan also focus on giving useful information to audiences in order to achieve more credit.

Sizzle is providing customers great experience through buying process and story-telling is one of the best method in persuasion. This part also helps business stand out from other rivals since different business has their own story. Cimos has great story towards sustainable development and environment which need to be concentrated to build a high-value brand among others. According to the founder, business is not only selling, but also educating people about their value.

Every activities online should lead to a measurable outcomes, so author expects to gain 50 more likes after one month operating on fanpage and also the engagement ratio. Normally, Cimos earns two or three likes per week without being active on social media. Hence, four-time increasing this number would be considered appropriate when implementing scheduled post on every channels.

Lastly, when brand develops sustainably, both author and commission would like to reach customer naturally without boosting or paid ads. Reputation needs to be spread by word-of-mouth, other paid activities play role as a supporter, but not the main method to approach audiences. With fascinating content, business could re-



ceive good feedback and review which results in higher ranking on Google. Customers would easily find Cimos on organic search and certainly generates sales.

### 4.3 Strategies

Chaffey and Smith have mentioned that strategy involves issues such as segmenting, targeting, positioning, sequence and intergration (2013, 553.). Those elements will be discussed below.

**Segmentation and Target:** Cimos would like to aim to student and older people in Helsinki initially, then they would expand market to other city like Turku, Tampere, Oulu and Jyväskylä. Most of website visitors are men whose age ranked from 25 to 34 years old. Besides, customers from both sex, whom aged within 35 – 55 years old, are also be targeted.

Table 9: Segmenting and targeting

	Student	Employed
Location	Metropolitan	Metropolitan
Gender	Male	Male and female
Age	25-34	35-55

**Positioning:** Since others competitor just focus on selling product without delivering intangible value of using refurbished laptop. Cimos would like to involve those meaning into marketing campaign since this is the foundation of business. Providing information about environment or how to live sustainably is topic company want to deliberate to customers. Cimos would like to express value internally and externally, when customers come to the shop, they are offered with ecological coffee. Besides, in order to stand out from others, a small logo is stucked on each product and customers would receive a thank-you card from delivering package. Cimos would appreciate and honor their customers by doing that way.

**Sequence:** Though the main purpose of the thesis is to enhancing brand awareness along with converting sales, it is possible to conduct both at the same time, but it is necessary to prioritize one per period. In case of Cimos, credibility, or awareness, should be developed first, then it would automatically convert into

sales. Theoretically, only when users trust your brand, they would try your products and buy it eventually.

**Integration:** Customers are dealt individually depending on their preferences and age group. Marketing strategies strive to create different material suiting each segment and each product's description would state out the main using purpose; for instance, the small laptop could work well with commuters. Content from Cimos and customers need to be integrated.

**Tools:** Facebook and website are the main channel to communicate with customers. Product promotion and value related post are going along each other, but only the former can be boosted; otherwise, customer would misunderstand the business concept. When audience visit the page, they can figure out more information and it leads them to website, where they could have an online exhibition of business. Overall, Facebook acts as a message delivering channel, while website is the main selling platform. Other media such as Instagram, Twitter or Youtube are supportive channel which help increasing traffic and diversifying marketing content. Google Ads and SEO are also used to create awareness and visibility to new audience.

## **4.4 Tactics**

### **4.4.1 Social media marketing**

The marketing plan would start with specific goals and then individual tactic for each platforms will be stated out. Tactics include publishing content, schedule and some recommendation. The plan is concluded from studying and benchmarking of competitors as well as data provided by commissioner.

It is proved that 28% IT marketers share technological news, product introduction blog or instructional sources to social media. Those topics are considered as relevant, trustworthy and informative since they are taken from other technological content pages. Additionally, content such as news and hot trends can be withdrawn from printing publications, reviews or features are from forums or technological community. However, technology content sites are the most preferable

choice of marketer with 79% ranked it. It is worth mentioning that 67% of respondent claim that they would like to use Answers forum to ask and help others with tech problem. (ITWorld 2010, 3)

While content published on social media should relate to business, it does not need to speak about company itself, marketer could share other events or activities which go along with their value. In case of Cimos, sustainable activities from other organization or charity are highly recommended to be spreaded out (Davis 2012, 23). Main social media channels' usage and content will be discussed below.

*Facebook:* Cimos uses Facebook as their main channel for communication both in announcement and promotion. Due to its popularity and the huge numbers of followers on their pages, this media seems to be the best options to engage with large and diversified audiences. According to Google Analytics data, the optimal time frame for posting is within 10 am and 2 pm. The content should be formal and deliver trustful information under form of pictures, videos, articles sharing or normal post. Customers can conveniently contact company through Facebook apart from calls and emails.

*Youtube:* Youtube is used to build brand along with introducing product. The channel consists video describing business and featuring product which add value not only to Cimos customers, but also generate leads. For SEO purpose, it is important to fulfil description part with contact information and product's features; besides, keywords should be mentioned on title.

*Instagram:* Part of target customers is student who exposes a lot with Instagram daily. The aim of using this channel is to share casual photos of products or company daily life as well as instantly inform pop-up events. It is recommended to use hashtag of #cimos and picture-related ones to mark themselves on this platform since hashtag increases the visibility when searching.

*Twitter:* Twitter is built to interact and inspire audience by informing information, promoting post from other channels and retweet celebrity quotes. Timeframe could

be flexible when spectacular event happens. This channel can also be used to receive feedback from customers.

#### **4.4.2 Search engines marketing**

This chapter would focus on giving a marketing guideline for search engines campaign which help commission promote their website as well as online web shop.

##### **Strategies**

Though advertising on Google appears as a small part on search engines, its influences are huge and requires many steps before hand in order to maximize the benefit. Depending on campaign's goal of raising awareness or driving traffic, long-term or short-term, setting are totally differentiated.

##### *Maximize number of clicks*

It is certain that commissioner only pays when audiences click to the link; therefore, it is cost-effective and customer-oriented. When the company is aiming at maximizing the number of visitors to website, they can either set price for each click or daily budget in which Google adjust cost per click itself. Regarding the former option, firm can control the amount they would like to pay for each visit through ads. On the other hands, Adwords would automatically set bids to reach as many as possible within daily budget. Bids can be applied for keywords, groups or even campaigns. (AdWords Help, 2017.)

##### *Maximize visibility*

When customers could expose to company's ads frequently, their awairness towards brand is enhanced. Therefore, when firm would like to focus on this aspect, Google Display Networks is highly recommended since ads display not only on search engines, but also other media such as youtube, online newspaper or forum. Different displaying postion acquires separate budget and company should start spend some budget for testing initially. Remarketing and Referrals on Google

Analytics are tools company might use to determine where to put their ads.  
(Cunha 2017)

### *Maximize conversion rate*

According to adwords, conversion rate is defined as the number of action return per ads clicks. An action could be sales, newsletter or membership registration or software download. Though marketers could have control on the budget of each campaign; by adjusting CPC, Google AdWords helps delivering those ads effectively to reach the highest number of actions.

### **Keywords**

Cimos appears at top 5 on Google when searching with relevant keywords “Käyttety kannettava”. The higher on search engines, the more traffic to business website. Keywords should be placed in title, URL, headings and description; with support of SEO plug-in, commissioner can control the level of SEO effectiveness of a specific website. From that point, they could test and adjust content to gain higher ranking. Outbound and inbound links also add value for SEO; however, those links are limited on Cimos website with only one outbound and inbound is not constructed.

When making paid ads, google adwords provide a tools to measure popularity of keywords; besides, google trends and ubbersuggest are also a useful tools. Company should also learn from competitors’ ads and google drop-down box. The easiest way is to look at company website which are marked in the pictures below. Additionally, product model can be used as keywords as well.

## Käytetty laatukannettava

0.3%

Edullinen, luotettava ja ekologinen käytetty kannettava tietokone on ekoteko ja harvinaisen järkevää. Myymme ainoastaan yrityskäytöstä poistuneista kannettavista laadukkaimmat. Vaativaan yrityskäyttöön valmistetut koneet poikkeavat monin tavoin ns. markettikoneista. Ne on rakennettu astetta paremmista komponenteista ja hinta on uutena ollut moninkertainen kuluttajamalleihin verrattuna. Koneissa on ollut aina uutena vähintään kolmen vuoden tehdastakuu, ja jokaisessa myymässämme laitteessa on vähintään kuuden kuukauden takuu.

## Edullinen ja luotettava

Kaikki kannettavat ja muut tuotteemme tulevat suoraan suomalaisista yrityksistä ilman hintaa korottavia välikäsiä. Siirrämme tämän edun suoraan asiakkaillemme.

## Ympäristö ja kiertotalous

Haluamme pitää hintamme edullisina, koska tietokoneiden uusiokäyttö on ympäristöteko jo sellaisenaan.

Figure 5: Examples of keywords (cimos.fi)

Keywords should then be compiled to match with customer searching intent.

There are several criteria to optimized keywords which company should pay attention to.

- Related to product: company wants to be certain that customers could find exactly what they offer.
- Long-tail keywords: more specific terms reduce cost and competition. There are many words used by every company in the same field and only the one who pays most could earn the benefit. Therefore, using the right one to illustrate business could save lots of budget and effort. However, using too specific keywords could result in negative outcomes since people hardly use those in searching.
- Commercial intent: high commercial intent keywords target on ready-to-buy customers and those are often used for paid ads. Terms that concerned customers such as “coupon”, “shipping”, “deal” or “discount” should be added. Besides, product-related words like “review”, “best”,... are attractive as well. Company need to avoid “free”, “download” or similar terms as they are low commercial.

- High search volume: find best title for blog to increase its visibility on search engines. Question and informational keywords are important in SEO, then company can come up with instructive content and include in title with phrases such as “how to”, “the best way to”, “10 tips to”

## **Google Ads**

The ads need to be stand out from others and contain four main components: title, call-to-action, description and benefit. Ads used when company have compelling offer, target audience and relevant landing pages. Generally, google ads is used at the final phase in buying process.

- Title: the first and foremost things to attract customers click to your page. If it looks similar to other ads, the possibilities of click through is low. Furthermore, title need to go along with company value and product. Title contains 25 characters maximums.
- Call-to-action: encourage people to click on is proved to be the best method to increase traffic. For instance, “klikkaa sivustolleni”, “klikkaa lisätietoja”, “osta nyt” can be added into the ads.
- Keywords: include keywords in description help increasing ranking rate from Google.
- Benefits: free shipping, discount, sales or other promotion need to be highlighted to clarify what customers would get when buying your product.

## **SEO**

With the great support of SEO plug-in, company can manage to optimize their pages with limited knowledge. The keywords using in PPC could be applied for SEO also.

Social sign: connection among social media is crucial in getting traffic. As Facebook is the main channel, sharing content on this platform is widespread and beneficial. It is easy to encourage people to share when posting appealing content or promotion. If audience finds information helpful, they would subscribe and follow company pages. Cimos can also place social media icon on website, so that people could explore more about their business and review.

Backlinks: it is obvious that Cimos has relationships with other partners and organization. Cooperating with other companies to benefit to each other by mentioned Cimos on their website and vice versus if purposes match. Links from relevant sources are more important since Google degrade questionable sites. Therefore, mentioning own business on IT forum and communities could be an option, but not recommended.

Technical: It is necessary that keywords are placing on tittle, heading H1 and de-scription. Text needs to be at least 300 words, images attached required alternate text and title which represents those in case of error and support SEO. Furthermore, links and social media button could be installed to boost traffic, so pages can earn more credit from search engines.

Content: In order to reach the optimal number of words, company can have a brief describe usage and target user of each laptop apart from features information. Additionally, story telling by sharing video or articles is one of the most effective way to engage customer. Therefore, a blog should be created on website in which commissioner could write about computer news, customers reviews, instruction or product comparisions, for example. Blog is effective tools for SEO since it is shar-able and keywords are attached.

#### 4.5 Action

Every campaign would be done by internal resources based on the marketing plan. Content can be published on many channel at the same time.

Table 10: Action for marketing plan

Facebook	Update company's news	2-3 posts/week
Youtube	Brand bulding, product introduction	1-2 times/month
Twitter	Update news, brand building	2-3 times/week
Instagram	Casual business pictures	1-2 times/week
Blog	Brand building, promote product	1-2 times/month
SEO	Increase visibility	2-3 times/week
Google Ads	Boost promotion	Before each campaign



## 4.6 Control

In order to see how campaign performs and what should be improved, business should use some web analytics and indicators. For instance, Google Analytics is a great tools to control website. Business can export monthly report to determine the number of visitor and even which page has the most turn of visit. Depending on need, company can customize their report to come up with desire data. Company could also focus on sources from which take customers to website and time frame that people frequently visit.

Regarding social media account, the number of subscribers is the most obvious indicators. Business can have a look on Facebook Insight which specifically reflect performance on that channel. It indicates engagement level, post reach, number of views and activities.

Apart from online programme, business can ask customers about their satisfaction, how they find Cimos online or what they would like to see on our social and website. Commisioner can have a short chatting with customers about those similar issues while they are waiting in a store. By this way, company can collect valuable data since they could interact directly and individually with customers.

## **5 Conclusion and reflection**

The chapter would go through the whole process of project including the final outcomes, limitations of thesis and recommendation for continuous studying. In addition, feedback and opinion of commissioner would be mentioned as well. The author would include also her own assessment of learning after the project.

### **5.1 Outcome**

The thesis comes up with a digital marketing plan which describes detailed action, tools and procedure. A plan is constructed from theoretical framework, benchmarking from other competitor and also observation of author during her internship. Commissioner could use the plan as a guideline to improve their strategy on e-marketing. It also provides tactic to develop new channel such as Instagram which is expected to be beneficial for both sales and branding. With the huge experiences and knowledge in this industry, company has enough resources to generate content according to the guideline.

In order to help commissioner at the first stage, an example of schedule is attached in the plan as well. Even though it only consists of main activities on digital networks, company should also implement other marketing campaign to support and achieve the best result; for instance, Facebook ads or Youtube Ads. Commissioner can implement the given plan as soon as handed in. It is advisable to keep track with the KPI frequently for further improvement.

### **5.2 Limitations**

The thesis would contain some limit which is requirable to stated out in order to develop in the future work and help audiences comprehend correctly the situation. The plan showcases how company would generate idea and schedule their online strategies to approach target customers. However, the suggestion is based on author's experience and online data which aims at general tech-audiences. Considering customers' point of view on building marketing plan would be more effective.

In addition, even though there is SWOT analysis of the company's situation, author did not focus on their marketing strategies. One of the reasons is their activities are quite spontaneous and unscheduled. Apart from that, internal resources is also neglected since there are not many people in the organization and they knowledge of marketing is also limited. Therefore, the thesis concentrates on improving tactics rather than dig deeper into their weaknesses.

Last but not least, companies chosen for benchmarking in SOSTAC analysis are not the best in the world's industry. There are several firms in UK with better web design, blogging and high-ranked on search engines. However, short-term goal is to develop in finnish market, so those are selected based on their reputation and online performances.

### **5.3 Suggestion for further researches**

As stated before, the thesis contains some limitation due to lacking of resources and time. It is recommended that company should implement a research in order to understand their audience's preferences. For instance, readers concern or interest are essential to provide valuable content which results in boosting traffic and response on soical media. From the research, company can set specific actions for each individual customers. Finnish market is priority at this stage, further studies would be conducted for overseas countries afterwards.

Besides, depending on purposes and existing data, thesis does not cover all aspect of digital marketing. Therefore, other method such as email marketing, WhatsApp marketing and Facebook ads. Firms can decide which approach is more beneficial and reasonable to invest based on research's outcomes. Furthermore, author mentioned only platforms that company already has, so it is possible that other channels are studied as well. LinkedIn and WhatsApp are typical example because of its popularity and cost-savings.

Though scheduling model is suggested, firms can learn more about management tools in order to organize material and easily to keep track with the process. All data need to be stored at the same place systematically in which employees could understand and work independently when accessing.

Lastly, the marketing plan fits company's capabilities at this stage, but keep learning from other competitors would help improving strategies in the future. Considering not only firms situated in metropolitan area, but also in other provinces and abroad. Obsolete things need to be got rid of and adapt to the world's trend; by this way, Cimos would find themselves more opportunities to develop in the market.

#### **5.4 Personal assessment**

With the development of technology, I have experienced a lot with social media or online marketing in general. Therefore, I am passionate in this field and would like to be an expert in social media field. Though being equipped with marketing knowledge and business mindset, thesis helps me comprehend deeper some concept and marketing tools as well as Finnish preferences on social media.

Moreover, I learnt to organize work and manage time in order to deliver the outcome at deadline. It is challenging to balance between work and project and there are also many dimensions need considering during three months. I need to change the content and structure of thesis several times to make it flows smoothly. I think problem solving and critical thinking are worth mentioning as developing skills also.

The most important things I appreciate is that I could go through the whole process of planning marketing strategies. It starts from market research, set goals and design implementation. I know more tools for tracking, SEO techniques and content matrix. Those theories are not only in books, but I could apply to reality and do testimonial whether it works. Hence, I know my mistakes and be able to improve myself in another project in the future.

The plan is the outcomes of effort and hard work during three months, though it could not cover every aspect of digital marketing, it provides the prerequisite foundation for business. This is kind of testimonial which inquires more development after few months trial. Commissioner is equipped with all vital information and tools that could help managing online marketing campaign individually.

At first, it is intended to be based on general research of technologies preferences. However, author figured out many Finnish related-data during her researches which is extremely valuable to the thesis. Therefore, content written in marketing plan based mostly on Finn's interest. It contributes a huge part to the success of product since commissioner would like to focus on domestic market initially and company is kind of local business.

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## **Attachments**

### **Attachment 1: Digital marketing Plan 2017**





# Digital Marketing plan 2017

# Goals

As discussed before, the objectives need to be realistic and measurable; therefore, it should follow 5Ss and SMART rules. In other words, each element in 5Ss would meet the criteria in SMART. The goals are based on business situation and short-term development.

5Ss		SMART
Sell	_Increase sales from webshop. _Increase engagement on social media and the number of followers. _Develop brand sustainably.	Specific
Serve	_Enhance positive reviews on Facebook or websites. _Implement various and frequent activities on social media. _High rate of response. . _Optimize website on search engines. _Paid ads on Google. _Blogging.	Implementation
Sizzle	_Enhance customer's awareness through telling story. _Educate people about sustainable development.	
Speak	_Increase post engagement by 50%. _Around 150 visitors on website each day. _Sales increase 5% each month. _Gain 50 followers on Facebook, 5 on Youtube and 10 on Instagram each month	Measurable
Save	_Reach audience with less boosting and gain customer through organic search.	
	_ Develop optimized marketing strategies is the main goal in this period.	Relevant
	_The plan should be implemented continuously along with report and feedback.	Time

**Channels:** Website, Facebook, Twitter, Youtube, Instagram.

All channels need to link to each other and icon placed on front page of website.

Content published should be in high quality and integrated on every channel. Finnish is the main language, English and Swedish can be added below if possible.

Before publishing, it is important to carefully check content and grammar several times.

## Website: <http://cimos.fi/>

Current website needs to restructure and new categories added since some parts are overlapped and not concrete.

- Update pictures on slide bar with product's photo or special offer.
- Partners organization logo at the bottom which link to their website.
- English / Swedish language for all pages.
- "Toimintamme" and "Visiomme" could be integrated into graphics and placed on front page. For instance, "Toimintamme" can be turned into video which describes refurbishing process, audio and subtitle go along. A short summary can be added next by for alternatives. "Visiomme" changes to mission which focus on three keywords: "laatu", "ympäristö" and "luottamus". Company can use graphic to illustrate those factors with short clarification below.
  - ➔ Home – Products – Services – Grading – Blog – Contact
- Grading and noticed page should be separated on main menu, so that convenient for SEO.
- All services and products offer must be stated out on website.
- Each product page should contain link to grading page and social media sharing icons for traffic boosting.

KPI: Number of visitors

### Blogging:

Blog is part of inbound marketing whose content plays an important role in SEO. It helps increase credibility and brand value in customers' perspective.

Topics:

- Company diary (Trade fair participation, award receiving, thank you letter...)
- Technological trend provided with company's opinions.
- Interns' learning point and perspective.
- How-to series for installing program or technological related instruction (Win installation, updating, data clearance, virus defending...)
- Environmental issue, e –waste disposal which leads to the computers recycling.
- Products review (Pros and cons)

Recommendations:

- Using visual illustration as much as possible which title and Alt text.
- Title should contain numbers, product-related word (best, top, review...) and informative (how to, the best way to....)
- Keywords appear many times in the content.
- Social media sharing when publishing.

- Ideate content from another tech blog such as Mashable, ZDNet, etc.

Frequency: 1 – 2 times/month

KPI: Number of visitors, comment, share, subscribers.

## Social media

Effective platform for traffic enhancing, brand building and customers communicating. All social media needs to be linked to each other and one posts can be published on many platforms at the same time.

### Facebook

Contents:

- Blog sharing.
- Industry related articles sharing.
- Infographic about sustainable development or environment.
- Company updating (Promotion, announcement, special day wish, thank you card...)
- Mini-games or lucky-draw with likes and sharing post are required.
- Create event page for big campaign and invite customers to response.
- Ask question to encourage people engage by commenting. (For example, which one you prefer, Dell Latitude or Lenovo ThinkPad?)
- Fun gif with laptops.

Recommendations:

- All post ought to have pictures or other visual materials attached.
- Using hashtag #poistoerat and depending on content, others such as #kestäväkehitys #käytettykannettava #”product” can be used.
- All publishing visual content needs to be processed carefully in advance.
- Include call-to-action when promoting product (For example, click for more information)

Frequency: 1 – 3 times/week

- Monday - Tuesday - Thursday
- Content can be scheduled with one or two post for business and other for educating people about environmental issue.

KPI: Number of page likes, post likes, response rate and number of people reached.

### Twitter

Contents:

- Company updating.
- Technological news tweet.
- Retweet inspiring quote of influencer or organizations: @lamw, @plankers, @mitchellashley, @UNEP, @EUEnvironment...

Recommendations:

- Use @cimos
- Use link when tweeting.
- Update profile recently.

Frequency: 3 – 4 times/week

KPI: Number of followers and react to company's tweet.

## **Instagram**

Contents:

- Casual life of daily business.
- Product wrapping.
- Behind the scenes or pre-event pictures.
- New product launching.
- Fun graphic of laptops.

Recommendations:

- Using #cimos #poistoerat and set location at store's address.
- Follow partner's account.
- Like and comment on industry related post or environmental issue.
- Publish on other channels at the same time.

Frequency: 2 – 3 times/month or on special campaign.

KPI: Number of followers and picture likes or comment.

## **Youtube**

Contents:

- Product introduction.
- How-to series which educate audience how to install program or update operating system.
- Business operation system.
- Timelapse behind the scenes before campaign.
- Promotional video.
- Speech on special days instead of thank you card.

Recommendations:

- Description need to be fulfilled with company contact, website and short description about the content of video.
- Attach video with blog on website if they are matched.
- Keywords should be included in description.
- Credit people or background music.

Frequency: 1-2 times/month

KPI: Number of subscriber, views and comments.

# SEO

Search engines help increase visibility, which means increase brand awareness and generate more sales to business. The higher the position on Google, the more credibility business earns.

Recommendations:

- Meta description and title includes keywords.
- Update pages frequently with qualified content (keywords included)
- Improve user-friendly design.
- Build links to partner websites.
- Create social icon sharing on each product pages.
- Add more text to front page with at least 300 words.

Keywords suggestion:

- Käytetyt kannetavat Helsinki
- Käytetyt läppäri Helsinki
- Käytetty laatukannettava Helsinki
- Käytetyt tietokoneet Helsinki

Frequency: Weekly check the ranking on Google for front page and do SEO for new product.

Risk management:

- Copyright issues (Credit author if needed)
- Response professionally in good manner.
- Avoid conflict in business value.

KPI: Rank in google, number of visitor from organic search

# Google Adwords

Using ads on google when launching new products or promoting campaign.

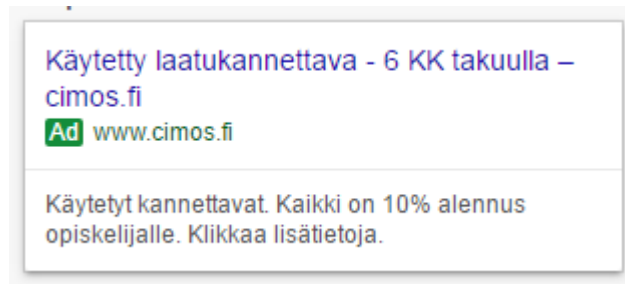
Keywords are quite the same with ones using for SEO. It contains three main elements: tittle, call-to-action and benefit.

Title: Käytetty laatukannettava – 6 kk offside takulla – cimos.fi

Call-to-action: Buy now, Click for more...

Benefits: Free shipping, student discount, hot deal...

Example:



Frequency: When promote specific product or before each campaign.

KPI: Number of visitor from paid ads.



# Planning calendar

The calendar can be put online with access permission for all responsible person, so that everyone could have a general look of plan ahead. Content file can be hyperlinked under its name and “Note” column is used to indicate deadline, remind or clarification so that other people could understand author’s intention.

Time	Content	Platform	Responsible	Note
Monday (22-5)	X220 review	Youtube – shares on other social channels	Employee 1	15-5
Tuesday (23-5)	Infographic	Facebook - Insta	Employee 2	15-5
	Tweet	Twitter	Employee 2	
Wednesday (24-5)	SEO HP Elite	Google	Employee 3	15-5
Thursday (25-5)	HP promote	Facebook - Insta	Employee 1	16-5 Picture
Friday (26-5)	-	-		
Saturday (27-5)	Retweet	Twitter	Employee 3	16-5
Sunday (28-5)	-	-		